

June 2 – 5, 2002
The Grand Floridian
Orlando, FL



End-to-End Reliability Learning from 911

The leading knowledge exchange among those who design, build, use and maintain mission-critical enterprise infrastructures, 7x24Exchange's goal is to improve end-to-end reliability by promoting dialogue among these groups.

Who Should Attend and Why

This conference is designed for anyone involved with 7x24 infrastructures — IS, data center, disaster recovery and network/ telecommunication managers; computer technologists; facility or building managers, supervisors and engineers. Vendors, consultants, or anyone concerned with uninterrupted access to critical information also will find the conference of value.

Attendees and their organizations benefit from the conference because proactive plans and cooperation from diverse functions are needed to improve reliability. By promoting a dialogue and clarifying the synergies among functions, past conferences have enabled teams of attendees from a given organization to better communicate the critical importance of a proactive approach to continuous uptime. Team members also were able to cover break-out sessions and network with other professionals in similar companies/industries with like problems.

Conference attendees benefit in three ways: professional development and advancement; increased recognition of their function's importance; and exposure to new ideas, contacts and resources.

First-time attendees often discover that many companies face similar, if not identical, technical and organizational problems in their quest for higher availability levels. Those unaware of this often view their situations as unique. However, they learn there are many common downtime risks and failure modes with solutions clustering around universal ideas and attitudes. 7x24Exchange conferences provide insights into what is being planned and done by others to mitigate or eliminate downtime risks. Recommended changes can then be justified, both on their practical merits and in the context of business arguments that have been successful elsewhere.

Learning is either a continuing thing or it is nothing — Frank Tyger

7x24 Exchange, from its inception, has made it a focal point to share our individual and corporate learning stories with each other so that we can all become better in our daily strives to instill a systematic understanding of what end-to-end reliability truly entails. As time marches on, we continue to relentlessly pursuit raising the bar so that past mistakes are just that and no more other than an opportunity to learn and not repeat them ever again.

Almost two years ago, we were privileged to have **Paula Wendell**, Supervisory Special Agent for the FBI attend our Fall 1999 Conference and talk about the FBI's NIPC (National Infrastructure Protection Center) program for securing mission critical facilities. We recently had a chance to talk to Paula again, and she noted that "The 7x24Exchange audience took her comments very seriously and she wished that all people who have responsible positions never underestimate the importance of their work in this field."

As an update to that, we are very honored to have **Jay Koerner**, one of the FBI's most distinguished experts in this field and teacher to many of the FBI's special agent task force including Paula Wendell, who will open our conference as our Keynote Speaker on Monday, June 3rd. Jay will help remind us of all the time proven basic rules that we should follow at a minimum. Furthermore, Jay will share major Lessons Learned from 911 that we need to address personally and in our corporate environments so that Frank Tyger's quote never becomes our reality.

Expanding on that, **John Diamond**, Director of Facilities Management, for Cushman & Wakefield will moderate a panel discussion on what the WTC

disaster has meant to companies first hand in the immediate area of ground zero as well as to the repercussions felt to all and long term changes that will take place in terms of business continuation and recovery. Each of the prospective panelists was selected based upon their experience in the mitigation and recovery of the loss of infrastructure and network systems essential for business operations. Some panelists were immediately involved on 911 while others were initiated days or weeks later as long term recovery plans were activated. The final portion of the panel will include a Q & A interactive session with the audience members.

On Tuesday, **Dave De Lorenzo**, Thermal/Mechanical Engineer of Intel will open the day as our Keynote Speaker. As more and more micro-processors are utilized from everyday to specialized computing/networking equipment in our data centers, heat has been an enemy impacting performance and longevity. Excessive heat — thermally concentrated or convected inadequately is truly the number one enemy for all electronic equipment regardless of manufacturer, so the learnings that Intel will share with the audience will have broad applications in our efforts to prevent it from causing system outages.

Rounding up day three, **Dave Skeans**, Sales Manager of Danaher Power Solutions will Keynote the session by discussing "Human Error in the Data Center" and it's ramifications to the end user community. As more processes are automated, human actions can prevent as well as contribute to downtime and Dave will highlight actual case events that need to be looked at again.

We are also continuing on Sunday June 2 our educational series with **Suhas Patankar, Ph.D.** on Fluid Mechanics 101 and **Ross Ignall** on Power Fundamentals

Continued on back cover.

Agenda

All program elements aim to increase the reliability and availability of an enterprise's information infrastructure by presenting case studies, new ideas, techniques and tools. Open dialogue between attendees and presenters is encouraged throughout. Further, by involving the many functional specialists from user and supplier/service organizations with formal and informal sessions, the experience is rewarding and enjoyable for all.

Sunday, June 2

12:00 noon

Registration

Those enrolled in one of the two pre-conference tutorial sessions can pick-up badges and conference materials. There will be a 15 minute refreshment break at 2:30 p.m. and the sessions will resume promptly thereafter until 4:00 p.m.

1:00 p.m.

Concurrent Sessions

Two concurrent, three hour tutorial sessions will be presented. Please register beforehand for one of these sessions.

A. Power Fundamentals 101

Ross Ignall, Systems Applications Manager for Dranetz-BMI will give an in-depth overview of all the power concepts that all attendees should be familiar with that provides the electrical energy to run all of the mission critical equipment typically housed in a data center. The basic concepts of power, voltage, current, harmonics, grounding, neutrals, phases, alternating current, direct current, and types of equipment that can be used to measure key parameters of the data center environment will be discussed. It will provide a solid foundation for those with a non-technical background in electrical engineering to build upon, as the conference topics will utilize many of these concepts. We strongly encourage you to attend if this area is foreign to you or if you simply would like a refresher.

B. Fluid Mechanics 101

Suhas Patankar, Ph.D., Professor of Mechanical Engineering at the University of Minnesota and President of Innovative Research, Inc. will host this session. This course is typically part of the curriculum offered to Mechanical Engineers in Universities. This session will introduce basic concepts of air velocity, laminar and turbulent airflow, pressure, and momentum balance that are part of the heat transfer characteristics typically found in data centers. Suhas will show why flow distribution through perforated tiles is usually not uniform and how it is governed by variations in under floor air pressure and velocity. These calculations can be used to study the effects of variables, such as the positions of CRAC units and perforated tiles; the percent open area of the perfs, raised floor height, and any under floor partitions/blockages. The analysis can be used to show the simulation of failure scenarios in which the modified flow distribution resulting from failure of one or more CRAC units can be calculated. The tutorial will include a hands-on session on laptop computers where participants can set up data center layouts and calculate flow distribution as one example. If possible, please bring a laptop that runs one of the following Windows operating systems — 95/98/Me/NT/2000/Xp.

5:00 p.m.

Registration (Continued)

Pick up conference materials and name badges to help reduce Monday morning congestion.

6:00 p.m. – 10 p.m.

Reception/Ice-Breaker

Please join us for a buffet supper and open bar accompanied by soft piano music. This is an excellent opportunity to dialogue with conference presenters, meet new people, network, renew old acquaintances, and meet the board members. *7x24Exchange* Board members **Bob Cassiliano**, President of Business Information Systems and **Dave Sjogren, C.F.H.**, Principal of Strategic Facilities Incorporated will moderate an ice-breaker session designed to welcome first timers and open dialogue on *7x24Exchange* and uptime issues and experiences.

Monday, June 3

6:30 a.m.

Registration/Continental Breakfast

Coffee, fruit and bagels will be served. Also, please pick up your conference materials and name badges.

8:15 a.m.

Welcome and Opening Remarks

Robert (Bob) Cassiliano, *7x24Exchange* chairman and president of Business Information Services, will open the formal agenda, provide a conference overview and review meeting logistics and general housekeeping items.

8:30 a.m.

Keynote Address: Update on the FBI's NIPC (National Infrastructure Protection Center) program to secure US facilities.

Jay Koerner, Supervisory Special Agent for the FBI will update us on this program given the 911 events and it's impact to all of us on a personal and business sense. Jay will describe what the Bureau has learned and advocates in addition to the basics for protecting mission critical facilities. This presentation will pay particular attention to issues and programs dealing with threats that impact our ability to maintain business as usual.

9:30 a.m.

Break

Coffee, danish, juices and soft drinks will be available.

10:00 a.m.

911 — Impact and Recovery.

John Diamond, Director of Facilities Management at Cushman & Wakefield will moderate this panel on what the WTC and Pentagon events have meant to businesses from a personal day-to-day point of view up to the long term implications that this will have for mission critical facilities. This panel will also show footage of the damaged areas not available to the general public. Some of the panelists were immediately involved on 911 while others were engaged for days or weeks on end as long term recovery plans were activated. They will share their stories for all to learn from.

11:15 a.m.

Eliminating Single Points of Failure in The Network

Gary Steidl, Director of Sales and **Scott Bald**, Regional Sales Manager of Shore Microsystems will take an in-depth look at network components that are used everyday for data/voice transmissions. They will discuss critical network components such as cabling, switches, routers, load balancing, human error, single pathways versus multiple, how single points of failure on the network are added, and case study solutions that should be implemented to minimize downtime and outages in your mission critical network infrastructures.

12:15 p.m.

Lunch

Lunch will be provided with a choice of three meals.

1:45 p.m.

Challenges in Control Room Design: An Overview.

Brad Adams Walker, President of the Brad Adams Walker Architecture Group will explore the issues behind most of the critical challenges facing control room design such as lighting, communications, functionality, site selection, situational awareness, and shift-work fatigue. In addition, practical solutions will be presented that have been implemented in response to each challenge. The presentation concludes with a look at the control room of the future and how it will utilize the technologies of the new century.

2:30 p.m.

Breakout Session A: The Technology Behind the Control Room

Robert Cameron, Vice President of National Sales of MCSi will provide an in-depth look at a variety of existing and newer technologies that are utilized in the control room environment to aid in accelerating performance and productivity as they relate to critical event escalations. Both individual and collective decision making processes will be discussed. This will include the how

and why many organizations utilize the control room to market their company to grow revenues, and how display technology enhances the decision making process when handling critical event escalations.

Breakout Session B: Characteristics of AirFlow in Data Centers.

Suhas Patankar, Ph.D., Professor of Mechanical Engineering at the University of Minnesota and President of Innovative Research, Inc. will discuss the basic characteristics of air itself as it flows in a data center and changes it's characteristics. In some areas of the data center, air may be absorbing heat while in others it may be cooling equipment. The dynamics and physics of how heat transfer takes place is essential to understanding how "Hot Spots" are created in a data center. This information will also help alleviate Hot Spots that will affect the performance of the equipment in the area. For those of you who attend the Sunday tutorial, this session will tie in the theory with actual case events showing cause and effect.

3:15 p.m.

Break

Make your own Sundae. Please join us for our traditional offering of chocolate/vanilla ice cream, condiments, and cookies during the break.

3:45 p.m.

Pass the Mike Session

Moderators: Dave DiQuinzio, Principal, Strategic Facilities, Inc. and **Ray Saleeby**, Managing Director, Blue Ridge Partners. This highly rated session will continue as an open floor discussion designed to address questions submitted beforehand or which surfaced during the conference presentations. This presents an opportunity to address timely issues with in-house experts and audience members. Discussion will include dialogue on September's attacks and their impact on infrastructures going forward.

5:00 p.m.

Concurrent Tours

Tours will leave at 5:00 p.m. and return to the hotel by 7:00 p.m. Several vendor organizations will host hospitality suites from 5:00 p.m. until 10:00 p.m. Details will be posted at the conference.

Tour A – Data Center Tour of the Walt Disney World Facility

Tour B – Power Plant Tour of the Walt Disney World Facility

Tour C – Tour of an Operational Center at Walt Disney World

Tuesday, June 4

7:00 a.m.

Continental Breakfast

Coffee, danish, bagels, and fruit will be available.

8:30 a.m.

Opening Remarks Day 2

Bob Cassiliano will review Day one highlights; provide an overview of upcoming events and housekeeping items of interest.

8:45 a.m.

Trends and Reflections in the IT Thermal Roadmap.

David De Lorenzo, Thermal/Mechanical Engineer from Intel, will give us an overview as to what is happening in the microprocessor world as more of them are utilized in servers of all kinds in the data center environment. David will cover topics on Server Performance and Power Trends, Data Center Power and Thermal Trends, Technology Trends and Inflections, and Server Cooling work group activities. There will also be some forecasts on Watts per square foot which continues to be a major interest to most of 7x24Exchange members.

9:45 a.m.

Break

Coffee, danish, bagels and fruit will be available.

10:15 a.m.

The KIO Project – Building a Data Center in a Foreign Country.

Ron Hughes, Principal of the California Data Center Design Group, along with Andrew Nebbs from EYP will discuss the challenges faced in a case study presentation in building a 55,000 square foot data center in Mexico City in an aggressive time frame of four months from start to finish. They will provide lots of footage to accompany their presentation with lots of lessons learned. Keep in mind that numerous building and electrical codes to say the least are very different from the US standards that we are accustomed to.

11:15 a.m.

Power Impacts on the Cost of Risk for Mission Critical Infrastructures.

Whit Allen, Vice President Sales of SurePower will discuss all of the major components starting with Risk Management basics, Identifying Data Center Risks, Assessing Power Risk, and closing out with Questions to Ponder before making a final decision regarding Power itself for your facility. This tends to be an overlooked factor for most companies examining this issue, so the material presented will give a good methodology that can be applied when faced with this scenario.

12:00 noon

Lunch

Lunch will be provided with a choice of three meals.

1:30 p.m.

Breakout Session A:

911 Disaster Recovery Solutions

Brian Schafer, Vice President of the Carlson Group will discuss how this often neglected area will be changing for most if not all companies. Often times, policies and manuals are put in place for the recovery/restorations of mission critical infrastructures, but due to budget or time constraints, the true operational effectiveness of these solutions are not apparent until a real disaster takes place. Brian will talk about new proactive measures that will need to be put in place and that the old business model of re-activeness is no longer appropriate.

Breakout Session B:

On Demand Power Infrastructure

Domenic Alcaro, Director of the Availability Science Center of American Power Conversion will discuss the business drivers that influence power choices for mission critical infrastructures. Topics on adapting to changing power requirements, lowering the cost of service contracts, increasing availability per dollar, and minimizing points of failure between the UPS and the critical load will be covered.

2:15 p.m.

Break

Please join in the lobby for coffee, juice, cookies and fruit.

2:30 p.m.

Breakout Session A:

Design and Implementation Strategies of Fire Protection Systems in Mission Critical Applications for the End User

Brian Fabel, P.E., Regional Manager of Orr Protection will discuss key components such as what is mission critical, why is fire protection important, strategies for selecting the right technology, recommendations, and reviews of actual case histories will be presented. This will be of great benefit to those who need a good understanding of all the concepts behind implementing the best possible fire protection system in mission critical infrastructures.

Breakout Session B:

Case Study – Using Flywheel Technology as the Choice UPS Back Up System at the Fairview Hospital.

Representatives from Powerware will present an overview of Flywheel Technology and it's major benefits over other typical UPS systems. But more importantly, the fact that a hospital environment that views an outage as the equivalent of a person or persons dying when downtime strikes chose this technology shows that it is a viable solution. Metrics will also be presented to give us an idea of it's long term performance thus far. *7x24Exchange went to press before the speakers could be finalized – our apologies to all.*

3:30 p.m.

Powering the New Digital Economy: How Enterprise Energy Management Systems Help Maximize Reliability.

John Van Gorp, Product Marketing Manager of the Power Measurement Company will discuss how the rapid adoption of systems used for Information Technology with an increasing dependency on sophisticated production processes has dramatically highlighted the importance to businesses of having a very reliable source of power. Enterprises such as large Data Centers, Communication Facilities, Internet Hosting sites, etc. have found how painful it is to experience brief interruptions when they occur.

4:30 p.m.

Day Session Adjourns

5:30 p.m.

Vendor Sponsored Event

Details on this will be given at the conference. We are in the process of finalizing and we promise that it will be memorable.

Wednesday, June 5

7:30 a.m.

Continental Breakfast

8:30 a.m.

Opening Remarks and 7x24Exchange Chapter Update

Bob Cassiliano will review highlights from days one and two and provide an update on chapter activities and current *7x24Exchange* activities and plans.

8:45 a.m.

Keynote: Human Error in the Data Center

Dave Skeans, Sales Manager of Danaher Power Solutions will discuss Common Causes of Human Error supported by actual events and proven methods to help mitigate human error as a factor in Data Center outages. For some facilities that have relentlessly pursued maximizing their uptime, human error has become their greatest threat to an outage.

9:45 a.m.

Break

Coffee, danish, juices and soft drinks will be available.

10:15 a.m.

Instant Update Sessions

Due to recent attendee feedback, three current issues important to *7x24Exchange* members will be presented in 30-minute capsules:

1) Watts per square foot — discussion update will be hosted by **Bill Angle**, Principal of CS Technology. Bill will present the latest facts and figures regarding this dynamically changing issue.

2) Emerging IT Technology Trends — discussion will be hosted by **Steve Prange**, Executive Managing Director of CS Technology. Steve will present a quick snapshot of new technologies that could be used to improve productivity and minimize downtime for mission critical infrastructures.

3) Next Day Settlement – T + 1 — **Gary Sheehan** of St. John's Consulting Group will present an update on recent proposals by the SIA (Securities Industry Association) to change the current three day settlement process for trade executions on national exchanges to a one day settlement time frame. This was targeted for implementation for 2004, but has been delayed to 2005. Gary will discuss what this means for: 1) Data center requirements, 2) Facility requirements, and the need for 3) Non stop processing. The eventual goal is to have STP (Straight Through Processing) as the settlement process of choice.

11:45 a.m.

Adjournment – Conference Ends

Box lunches will be provided to take with you.

Registration includes two steps:

1. Conference Registration

Complete a **Conference Registration Form** for each participant, on-line or a copy of the following form and mail or fax to:

7x24Exchange

322 8th Avenue, Suite 1400
New York, NY 10001

Phone: 646 486-3818

Fax: 212 645-1147

www.7x24exchange.org

To ensure space availability, registrations must be received by May 23, 2002. Attendance will be limited to 400.

2. Hotel Reservations

If you wish to stay at Disney's Grand Floridian Resort and Spa and take advantage of *7x24Exchange's* special rates, complete the **Resort Registration Form** (see other side) and FAX or mail a copy to:

Disney's Grand Floridian Resort and Spa

Lake Buena Vista
Orlando, FL 32830

General Information

407 824-3000

Reservations

Phone: 407 824-1383

Fax: 407 824-1980

www.disney.com

7x24Exchange group rates will be available until May 1, 2002. After May 1, rooms are subject to space availability.

What is 7x24Exchange?

The leading knowledge exchange for those who design, build, use and maintain mission-critical enterprise information infrastructures, *7x24Exchange* is a non-profit organization seeking to improve end-to-end reliability by promoting dialogue among these groups.

Founded on the assumption that most professionals involved with data center uptime issues work in isolation when dealing with technical, budget, political, and career issues. As a result of expensive, time-consuming, and, sometimes, painful trial and error processes, innovative practitioners evolved unique and creative ways of solving problems and building the organizational support needed for their implementation. However, many have been stymied because they did not have access or know how to communicate potential risks to senior management to avoid a downtime disaster occurrence.

7x24Exchange members work together to advance the state-of-the-art in infrastructure reliability. By collecting and disseminating data on safeguarding information systems and alerting top management to the importance of proactive measures, members can protect their companies' information lifelines.

The Goal of 7x24Exchange Conferences

The field of uninterrupted uptime has no textbooks. Before its founding in 1989 as the *Uninterruptible Uptime Users Group*, learning how to deal with uptime issues largely resulted from individual trial and error. Continuing this random rate of reliability improvement would increasingly restrict the potential productivity of the large, growing investment in computer and communication hardware and systems. It also would interfere with the increasingly critical dependence on information accessible through computers.

With *7x24* operations now common, how much higher will availability requirements be in five years? How can cost-effective, reliable responses be assured? When is a centralized application site requiring ultra-high availability viable? Addressing, and, hopefully, answering these and related

Continued on back panel

Conference Registration Form

Return this form to 7x24Exchange. Fax: 212 645-1147

Please type or print clearly

Full name _____

(Informal name/nickname for badges) _____

Position/Title _____

Company _____

Address _____

City State Zip

() ()

Phone Fax

E-mail _____

Fees	Through May 3	After May 3
Member	\$1,200	\$1,500
Non-member	\$1,500	\$1,800

Payment Method

 Check enclosed

Charge (check one):

 American Express, Discover, MasterCard, Visa

Card Number _____

Expiration Date _____

Company problem/issue/case study

An important part of 7x24Exchange conferences is the discussion of real world uptime issues, problems and solutions. Each attending organization is requested to provide a short write-up of a recent experience, major question, problem or issue which might be of interest to conference attendees:

(include additional sheets if necessary)

May we identify your company as submitting this information?

 Yes No

These write-ups will be reviewed by the 7x24Exchange Board of Directors and provided to appropriate presenters and moderators for possible inclusion in their sessions.

Other comments, suggestions:

Do you wish to receive membership information?

 Yes No

Do you plan to attend?

Sunday's Breakout Sessions? 1:00 p.m. – 4:30 p.m.

 A. Power Fundamentals 101 B. Fluid Mechanics 101 No

Sunday Evening's Buffet Reception?

 Yes NoIf yes, do you plan to bring a guest? Yes No

Name of guest: _____

Monday Evening's Tours (please choose only one)

 Tour A. Data Center Tour of the Walt Disney Facility Tour B. Power Plant Tour of the Walt Disney Facility Tour C. Tour of an Operational Center at Walt Disney World

Breakout sessions?

Monday 2:30 p.m.

 A. The Technology Behind the Control Room B. Characteristics of AirFlow in Data Centers C. Undecided D. None

Tuesday 1:30 p.m.

 A. 911 Disaster Recovery Solutions B. On Demand Power Infrastructure C. Undecided D. None

Tuesday 2:30 p.m.

 A. Designed Implementation Strategies... B. Using Flywheel Technology... C. Undecided D. None

Vendor Sponsored Evening

 Yes NoIf yes, do you plan to bring a guest? Yes No

Name of guest: _____

The registration fee covers all sessions and activities, handout materials, Sunday's reception, lunches, breakfasts on Monday, Tuesday and Wednesday and field trip transportation. Participants are responsible for all other expenses, including transportation and hotel accommodations.

The dress code is business casual.

Cancellations received by May 23, 2002 will be refunded, less a \$75 handling fee. There will be no refunds after May 23. However, substitutions of company participants may be made at any time.

Resort Registration Form

Each attendee is responsible for his/her own hotel. To take advantage of 7x24Exchange's special rates, attendees must register with The Grand Floridian by May 1. Rooms are subject to space availability after May 1.

To reserve a room, complete and fax or mail a copy of this Resort Registration Form to:

Disney's Grand Floridian Resort & Spa
Lake Buena Vista
Orlando, FL 32830
Telephone 407 824-1383
Fax 407 824-1980
www.disney.com

Please type or print clearly

 _____
Full name

Company

Address

City () State () Zip

Phone Fax

Payment Method

Charge (check one): Amex Diners Discover MasterCard Visa

Card Number

Expiration Date

 _____
Signature

Arrival date: _____

Departure date: _____

Smoking Non-Smoking

7x24Exchange Room Rate is \$240/night, plus room tax.

The above rates are available to 7x24Exchange attendees from May 30 through June 5, 2002.

Things to remember

- Check-in time is 3:00 p.m.
- Reservations are held until 4:00 p.m. unless guaranteed late arrival.
A no-show will be charged as a one-night stay.
- Checkout time is 11:00 a.m.



7x24Exchange

322 8th Avenue, Suite 1400
New York, NY 10001

Continued from front cover

101. The Conference also includes a cornucopia of topics on Trends and Reflections in the IT Thermal Roadmap, Control Center Design, Risk Management/Reduction regarding Power, Implementation Strategies for Fire Protection, Powering the New Digital Economy — and much more. Our popular regularly scheduled Wednesday Instant Update will have three individual 30-minute sessions on Watts per square foot, Emerging Technology Trends, and Moving forward after 911.

We invite all attendees to attend this session as well as others to extract the maximum amount of learning that is offered. As always, our mission is to be “The leading knowledge exchange among those who design, build, use and maintain mission critical enterprise infrastructures.” We will continue to offer tours, breaks, social events, and vendor hospitality suites as requested by our membership. We will also sponsor a special treat Tuesday night thanks to the generosity of our vendor sponsors — details will be forthcoming. So, please join us for an informative conference so that we have an opportunity to network and engage in interactive dialog with all of our speakers and attendees in support of the 7x24Exchange mission.

Continued from page 5

strategic questions, 7x24Exchange conferences provide stimulating discussion forums. Collectively, we know much about the future options and alternatives available. With 7x24Exchange, that knowledge can be shared.

Vendor/Consultant Participation

Vendors and consultants are encouraged to participate in 7x24Exchange. However, the group is primarily driven by user interest. Tables are provided at the conference for the distribution of product literature, educational material and other useful information. Overt selling at 7x24Exchange meetings and the use of 7x24Exchange membership lists for direct selling are prohibited.

7x24Exchange 2002 Spring Conference

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Special Interest Groups (SIGs) and Chapters

To better serve users and provide a means for ongoing technical interchange between semi-annual conferences, 7x24Exchange encourages and supports the formation of local 7x24Exchange Chapters and Special Interest Groups (SIGs). Monthly or bi-monthly chapter meetings help assure continued dialogue between members in a given geographic area. SIG's provide an opportunity for members to explore specific 7x24 issues/problems in depth.

7x24Exchange's Board of Directors will authorize Chapters and SIGs based on availability of a president/chairperson, a clear

program plan and, if needed, a budget. Chairpersons are responsible for gathering a working group and achieving approved plan objectives.

Any member interested in forming a Chapter or SIG should contact a board member.

New 7x24Exchange information:

7x24Exchange

322 8th Avenue, Suite 1400

New York, NY 10001

Phone: 646 486-3818

Fax: 212 645-1147

www.7x24exchange.org